

Special Winter Apparel News GIMBELS Ready for the Holidays!



And Now for the Christmas Stocking! The Vast GIMBEL TOY STORE Is Ready with the Most Wonderful and Fascinating Display it Ever Presented

Your first glimpse into this enchanting Toy Store sets you into perfect thrills of excitement. It seems as though it were almost "the Night before Christmas," and that you could hardly wait a minute longer. There's so much to see on every hand that you hardly know where to begin. In the first place, it's the biggest, the brightest and most superbly arranged Toy Store in New York today—with plenty of fresh air and room to get about in. Then it holds the most remarkable display of Toys we have ever gathered.

There Is the Menagerie, for Instance the whole room devoted to every kind of animal that ever came out of the Ark, and some that didn't.

There are pink pigs and soft rabbits and woolly dogs and growly bears; and other beasts, from little to big.

From Germany come marvelous Wooden Toys that a feller can really play with, such as a London motor 'bus, a New York motor truck, a big American train of cars, and the like. There is

A Whole Long Aisle of Interesting Demonstrations

such as "Co-structor," "Erector," and "Meccano," with which it is possible to build cantilever bridges, steel skyscrapers, dynamos, that the boy can wind for himself, and so on. There is **A Long Street of Entrancing Doll Houses** including a Model American Residence, with electric lights and all the other comforts of home. And right opposite are all the things with which to furnish these houses.

But there's too much to tell about at one time. We haven't mentioned the Games, the Puzzles, the Toy Soldiers and their Forts, the Warships and Ocean Steamers, and all the rest of the Toys that make this by all odds the most interesting Christmas Display in New York. But, be sure to accept this cordial invitation.

Come and Bring the Children as Early as You Can Tomorrow Morning

Dolls
Undressed Dolls, 1c to \$1.
Dressed Dolls, 25c to \$2.
Walking Dolls from \$1.50 to \$10.
Lacy Dolls in new model rows, \$3.
Infant Character Dolls, undressed, at 25c to \$1; dressed, \$1 to \$5.
Miniature Biscuit Dolls, 5c to \$1.25.
Celluloid Jointed Dolls, 25c to \$3.75.
Kathie Truse Dolls, dressed and undressed, \$1.00 to \$1.50.
Kid Body Dolls, curly wigs and moving eyes, \$2.25 to \$7.
Chase Stockette Dolls, \$2.50 to \$7.50.

Dolls' Accessories
Tollot Articles, 10c to \$4.
Filled Trunks with doll and trousseau, \$1.25 to \$7.50.
Filled Baskets with doll and trousseau, 75c to \$18.
Bathrooms at \$3.
Willow Cradles, 25c to \$3.50.
Willow Beds, 25c to \$3.50.
Willow Bathing Tubs, 25c to \$2.
Bending, 50c to \$2.50.
Tollot Tables, \$1 to \$12.
Tollot Home Furniture in boxes, 25c to \$2.75; Doll Houses, furnished and unfurnished, \$2.25 to \$15.
Crockery Stores, \$2.25 to \$3.50.
Kitchen, 25c to \$4.
Grocery Stores, \$2.25 to \$150.
Stables, \$1 to \$65.

Mechanical Toys
A complete factory with engine room, blacksmith shop, carpenter shop and machine shop at \$200.
Farmers, Stations, Lamp Posts, Signals and everything to complete a Railway outfit, from 25c to \$15.
Mechanical Inclined Railway with Working Engine and Engine House, at \$10.
Electric Inclined Railway, 55.50 to \$8.

Listen, Children, What Do You Think You Can See Tomorrow in the Auditorium? Why—

"FAIRY-TALE LAND!"

It's the most wonderful show that ever came from Germany, where they know more about Christmas and what little children like and toys than any other place else in the world.

Here are all your pet fairy stories, from Grimm and Mother Goose, being acted out for you.

Here is Puss in Boots, welcoming the King; Hop O' My Thumb, with the great giant; Cinderella, just being awakened by the Prince; the Wise Caliph Stork; the cruel Dame Holle and the crafty Reineke Fox, all in the most realistic setting you can imagine.

When "Fairy-Tale Land" Was Displayed In Berlin Last Christmas—

special trains were run to the city from surrounding towns to accommodate those who wanted to see it. It is the most elaborate Christmas entertainment ever produced of its kind.

Then there is the Witch's Cave and the Teddy Bear's Party—and it's fun to hand one of the white-clad cooks or one of the witches a 25-cent piece and get a Christmas toy.

For safety's sake, we ask little boys and girls to bring their parents or grown-up friends with them. **Eighth Floor**

More Than One Hundred Sorts of Dolls and nearly a thousand if you counted all the sizes. Seems as though they grow prettier and more bewitching every year. Many have brightly interesting character faces; some will stand any amount of knocking around, cheerfully, while others are very proud and haughty and must be very carefully treated. We have dressed a good many of the Dolls ourselves, and they are very lovely.

From the tiniest China Doll at a penny, to a big 40-inch Doll at \$21, they run just like a flight of steps.

The Big Railroad Yard

will set every boy wild with delight, with its whizzing electric and mechanical trains. The clever Pusher Engine, which comes out of its shed, and helps the train that gets stuck on an upgrade, is particularly interesting.

There are also the Games, the Puzzles, the Toy Soldiers and their Forts, the Warships and Ocean Steamers, and all the rest of the Toys that make this by all odds the most interesting Christmas Display in New York. But, be sure to accept this cordial invitation.

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Mechanical Toys
Attachments of all kinds for Electric Motors, 50c to \$12; Steam Engines, at \$1.25 to \$20.
Wireless Outfits, \$2.50 to \$25.
Mechanical Boats, 35c to \$25.

Mechanical Toys
Mechanical Automobiles, 25c to \$18.
Electric Motors, 50c to \$5.
Magnetic Floating Toys, 25c to \$2.
Adjustable Transmission Boards for attaching Electric Motor, \$1.25 to \$25.

Miscellaneous Toys for Boys and Girls
Meccano, at \$1 to \$36.
Erector Steel Construction Strips, \$1 to \$25.
Blocks, 25c to \$8.50.
Bink's Constructor, \$2 to \$60.
Anchor Blocks, 50c to \$12.
Ping Pong, \$1 to \$10.
Lotto, 10c to \$1.
Meteor, at 25c to \$1.
Dominoes, 10c to \$3.50.
Checkers, 10c to \$1.
Checkerboards, 25c to \$1.
Games, including Baseball, Football, at 25c to \$3.50.
Steelchase and other Racing Games, at 50c to \$12.
Goose Games, 50c to \$12.60.
Other Fine Imported Games, at 50c to \$10.
Paints and Boxes, 15c to \$7.50.
Kindergarten Outfits, 10c to \$7.50.
Tool chests and Cabinets, at \$2.35 to \$29.50.

Play Suits for Boys and Girls
Cowboy Suits of khaki cloth, \$1 to \$5.50; with fur chaps, \$2 to \$7.50; with leather chaps, \$1.50 to \$5.50; with chaps only, \$1.50 to \$5.
Indian Chief and Squaw Suits, at \$1 to \$2.50; headed and of fine white leather, \$3.75 to \$5.
Feathered War Bonnets, \$1.25 to \$2.
Quivers, \$2 to \$2.50.
Wigwags, \$1.50 to \$9.

Wooden Toys
Fine Wooden Toys, such as Trains of Cars, 75c to \$50.
Wooden Boats, \$2 to \$5.50.
Wooden Automobiles, \$2 to \$10.
Animals in Boxes, 50c to \$3.
Domestic Animals, \$1.50 to \$3.
Farm Toys in boxes, 25c to \$3.
Fine Ten Pins, 25c to \$7.
Animals on platforms, 25c to \$9.
Animals on wheels, 50c to \$7.50.
Stuffed Animals, 25c to \$7.50.
Miniature Animals, 25c to \$1.
Miniature Composition Animals, 4c to 75c.
Toddle Bears, white and brown, at 25c to \$6.50. **Fourth Floor**

Shoes for Men
Means that GIMBELS knew the Shoes before they were made. Knew the exact treatment to give the leathers to insure a satisfactory, comfortable walking Shoe.

The Men's Shoes we refer to are \$3.95 a pair, and are known to be sold at \$5.

Sturdy Winter Shoes in tan Russia calf, patent coltskin, kid tops, and Vici kid, button and lace. Others in tan Russia calf, gun-metal calf, Blucher cut. All sizes. **Second Floor**

Chinchilla Coats with Large Fur Collars, \$22.50
Fine bushy raccoon, civit cat that is so smart, and fluffy blue or black wolf in these collars that give so much tone to the coats. Navy, brown and black.
Black broadcloth Coats, bordered and trimmed with plush, and lined with satin, \$23.50.
Extraordinary Boucle and Chinchilla Coats, \$15 and \$19.50
Third Floor

The Paris Wrap with the Monk's Collar Reproduced in Plush, \$25
This collar was one of the best ideas introduced this season by Bernard & Cie, of the Avenue de l'Opera. It is artistic and remarkably appropriate for a soft wrap of this kind. As we have had our reproductions lined with peau de cygne in gold, old rose and white, these wraps may also be worn in the evening. Other attractive models in plush, \$25.

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Small Boys' Chinchilla Overcoats, \$5
These come in two shades of gray, brown and blue. Double-breasted model, buttoned to neck, convertible collars and all around belt. Sizes 2½ to 10 years.

Boys' All-wool Suits, \$6.75
New Norfolk modes in all-wool fabrics; single-breasted with patch pockets. Brown and gray mixtures. Extra knickerbockers. Sizes 7 to 18 years. **Fourth Floor**

Boys' Long Chinchilla Overcoats, \$10
Made of all-wool chinchilla; belted back, shawl collars and split sleeves. Good all-wool lining. Colors are navy blue and gray. Sizes 12 to 18 years.

Boys' Chinchilla Polo Overcoats, \$8.50
All of these in the wool chinchilla in navy blue and gray; shawl or convertible collars, all around belts, plaid lining. Sizes 6 to 12 years.

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GIMBEL BROTHERS

Invite Your Inspection of Their Brilliant
And Carefully Chosen Holiday Collection of

Diamonds Pearls Platinum & Gold Jewelry

Sterling Silverware Sheffield Plate

French Jewelry Clocks Fans

Three points deserve special emphasis, in introducing, on the eve of the Christmas season, the greatly enriched GIMBEL stocks of Jewelry, Watches and Silverware.

First, the distinctiveness and beauty of design—exclusive, in many cases, because they are the product of our own artist designers and our own goldsmiths.

Second, reliability—an absolute assurance, backed by GIMBEL prestige, that no matter how costly or inexpensive the article you select, it is exactly what we claim for it.

Third, the extreme moderateness of price—for we do not allow considerations of beauty or exclusiveness to interfere with our unvarying method of exacting only a fair profit.

While the GIMBEL Jewelry and Silver Store maintains unbroken stocks the year round, it is now at its zenith of richness and brilliance. For our year's work in Europe and at home has come to its climax with so much that is new and fascinating, that a view of the display will be delightful, and most helpful in the selection of artistic and intrinsically valuable gifts for Christmas and for December weddings. May we hope for the honor of a visit?

Pure White Diamonds

Our direct imports from Amsterdam; set in our own jewelry we ship, in mountings of our own designing. Thus lessening the original cost, also lessens the prices to you.

The Diamonds are now glistening in our cases, from graceful La Vallieres, at \$20, to superbly matched Diamond Rings, at \$875.

The Solid Gold Jewelry

Includes a rich variety of articles for personal use and adornment, from Rings, Cuff Links, Brooches and Chains, to 14k Gold Mesh Bags, at \$800.

Gold Jewelry For Men

An interesting group in a special case, includes Scarf Pins up to \$150; Dress Sets up to \$140; Rings, Pen Knives, Cigarette Cases, etc., in new and correct styles.

A Fine Collection of Watches

All the famous American makes, including Howard, Elgin, Waltham, in styles for men and women; up to \$140.

The popularity of Bracelet Watches is responsible for a wonderfully rich collection including many unique designs in dial; in silver, gold-filled, solid gold and exquisite enamel up to \$1000.

The Company of Clocks

Contains charming French Gilt Clocks, with the best works, Tambour Clocks in mahogany, Boudoir, Mantel and Traveling Clocks, and so on up to a dignified Hall Clock with Westminster chimes, at \$485.

The time to see this gathering at its best, is now.

Main Floor

GIMBEL BROTHERS
Jewelers and Silversmiths

Broadway & Thirty-Third Street
New York

A New Flight of Canaries

They are the famous little singers from the Harz Mountain district in Germany, and are strong, healthy and in good voice. Prices are moderate—\$3 to \$5.

St. Andrewsburg Rollers, \$3.50 each.

A White Cockatoo, special at \$10.

Manx, good talker, beautiful plumage, \$35.

Three Bird Cages, glass sides, with perches and cups, special at \$3.

Gravel Paper, package of 12 sheets, four packages for 25c.

Bird Seed, 3 packages for 25c.

Bird Gravel, 7 packages for 25c.

Artificial Flowers, large American Bouquet, long stems, with blooming roses and buds, plenty of leaves; ready to use, at 50c. **Fifth Floor**

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Tomorrow's Five "Stars" in Blousedom
At \$2, \$3, \$5 and \$6.95

These will dominate for the reason that the styles are new, and because prices are exceedingly small for Blouses of such fine qualities.

Fur-trimmed Voile Blouses at \$2
In quite the cleverest model of the collection—it has an inset gilet of embroidered voile and a band of fur is inset between its de Medici ruche of tulle.

Fine marquisette is introduced in an accordion-pleated model. Wonderfully effective!

Lace-Inset Voile Blouses, \$3
The lace is Valenciennes, but it is a very good imitation of an exceedingly effective pattern. A tiny vestee effect is formed of net and rows of the lace enging. It is embroidered, too.

Chiffon Blouses of White Over Flesh Color, \$5
In one of the rather simple styles that the well-dressed Parisienne like most. Hemstitching adds to its beauty and its only adornments are a flat collar and turn-back cuffs of white tulle over meshing.

Shadow Lace Blouses with the New Ribbon Cravat, \$6.95
Inside of its low-pointed décolletage, there is a cravat of black ribbon that is tied in a saucy little bow. There is an inset vest of tucked tulle that matches its de Medici pleatings. **Third Floor**

Very Important News of Boys' Winter Overcoats and Suits
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